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FIG 2A

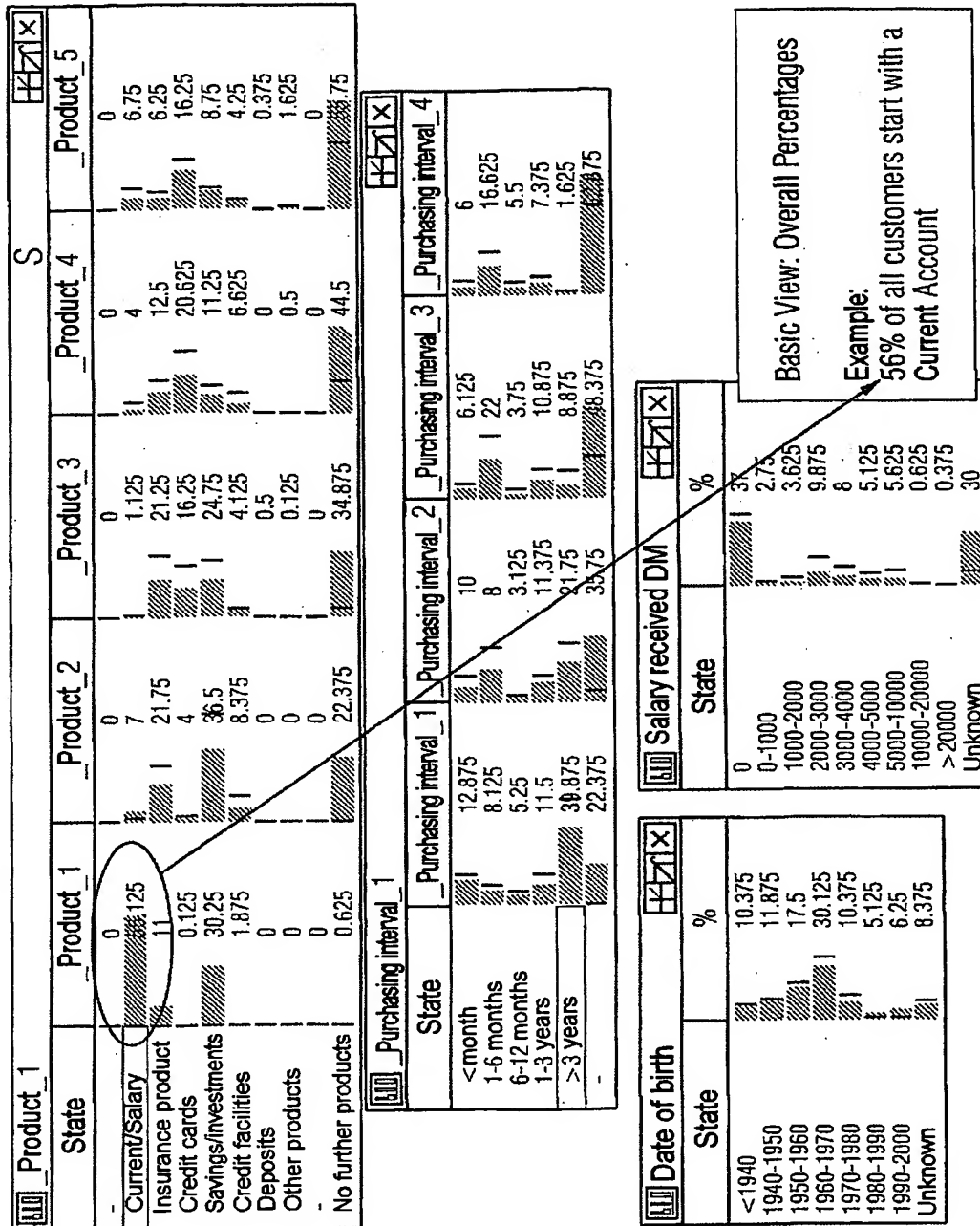
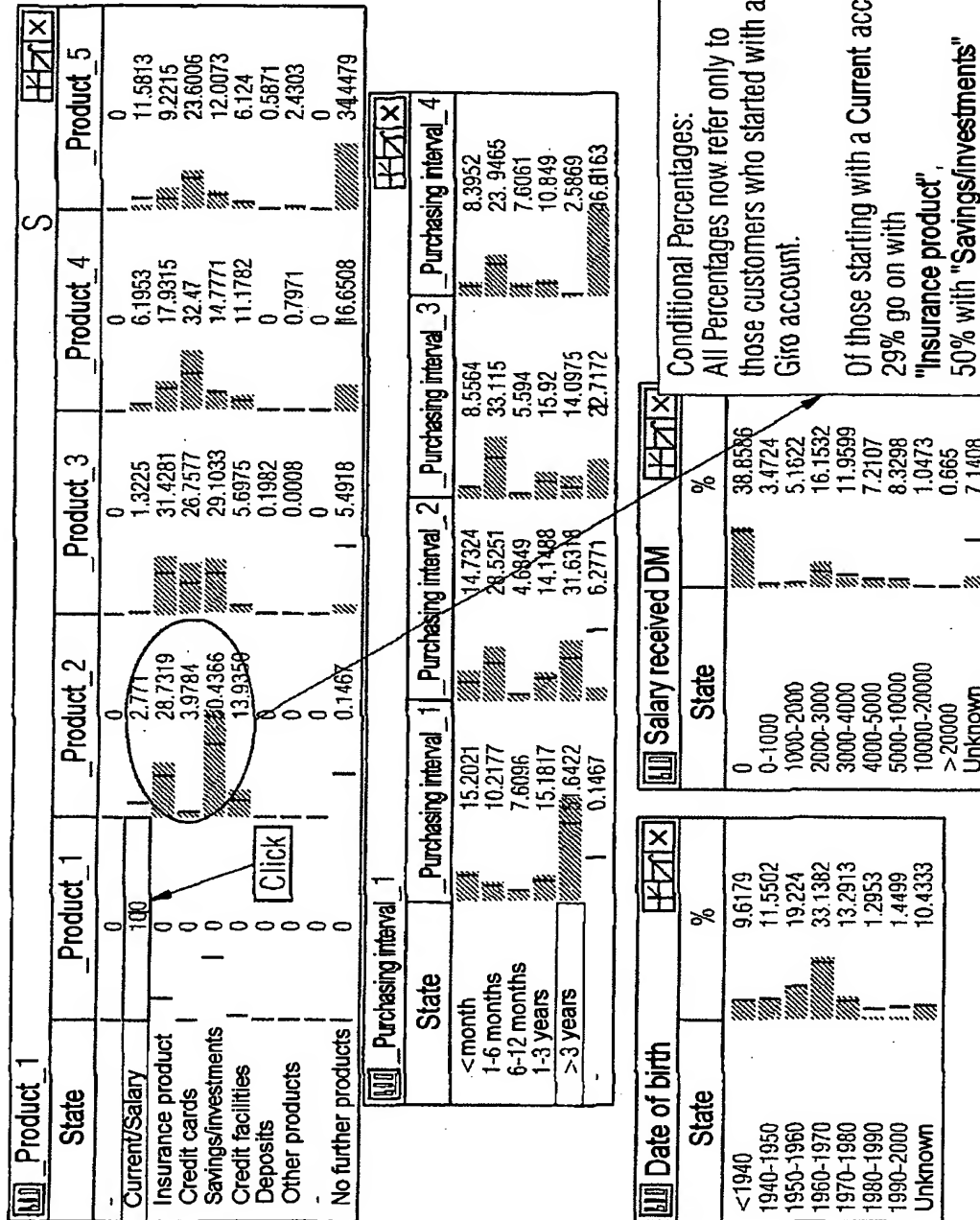


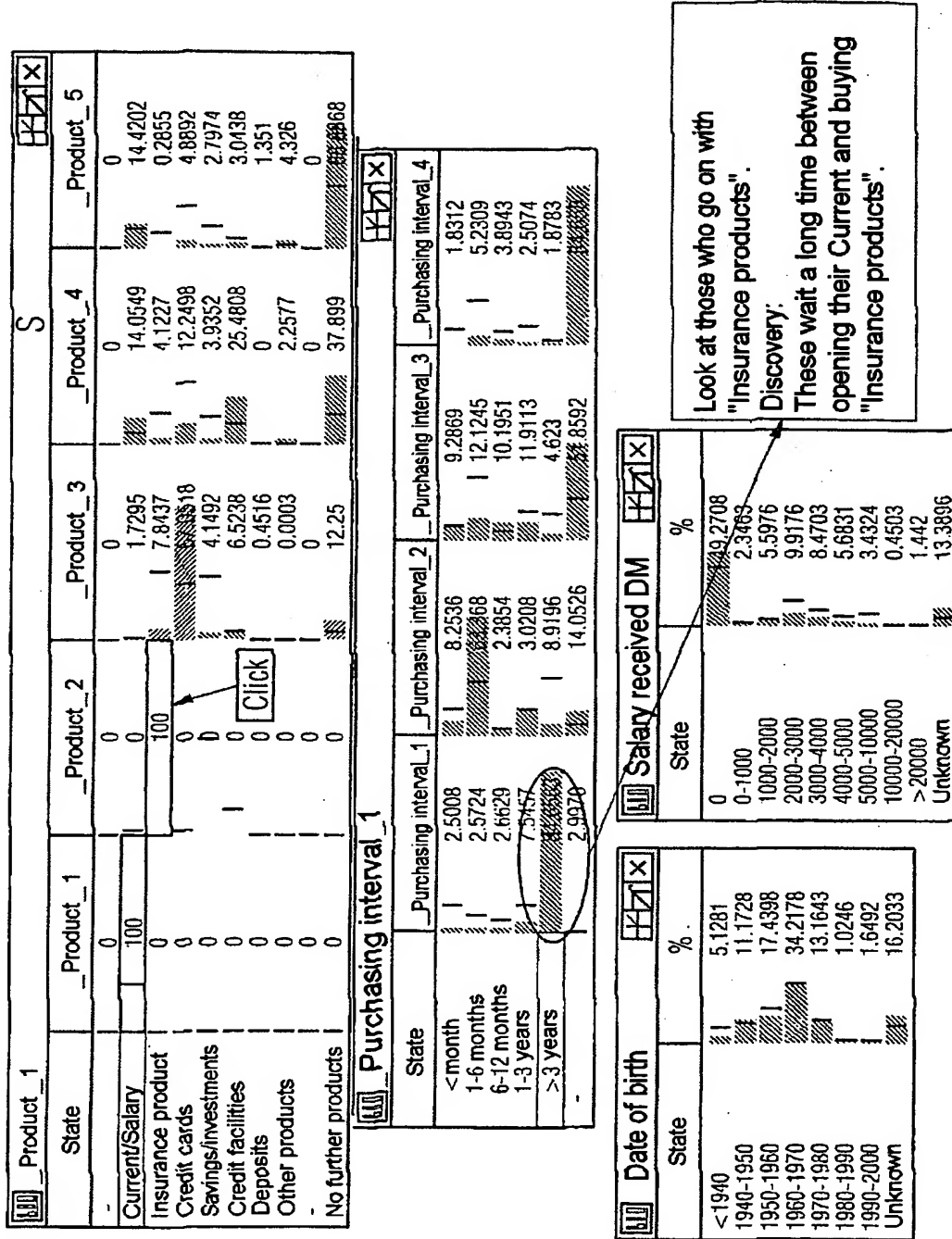
FIG 2B



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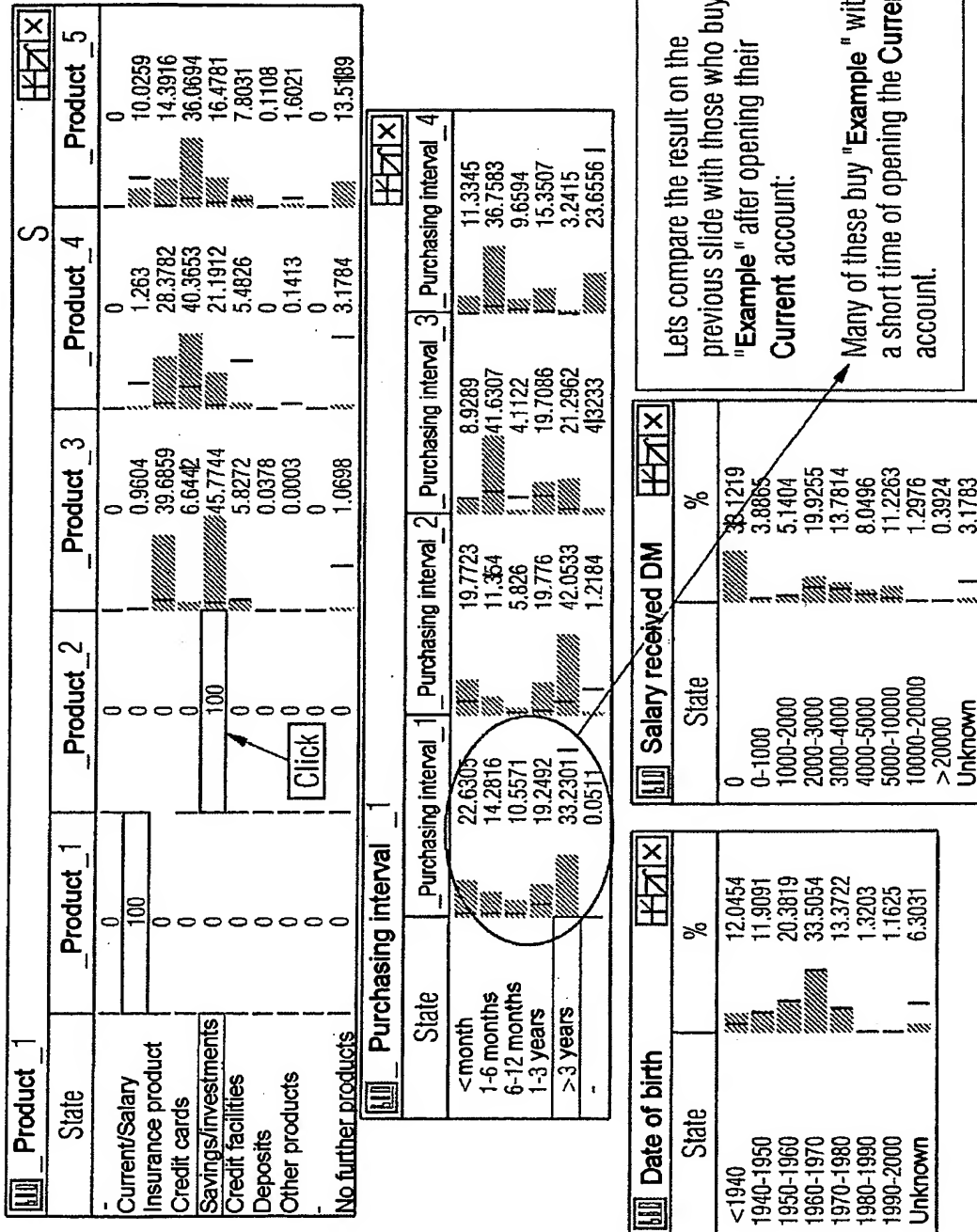
FIG 2C



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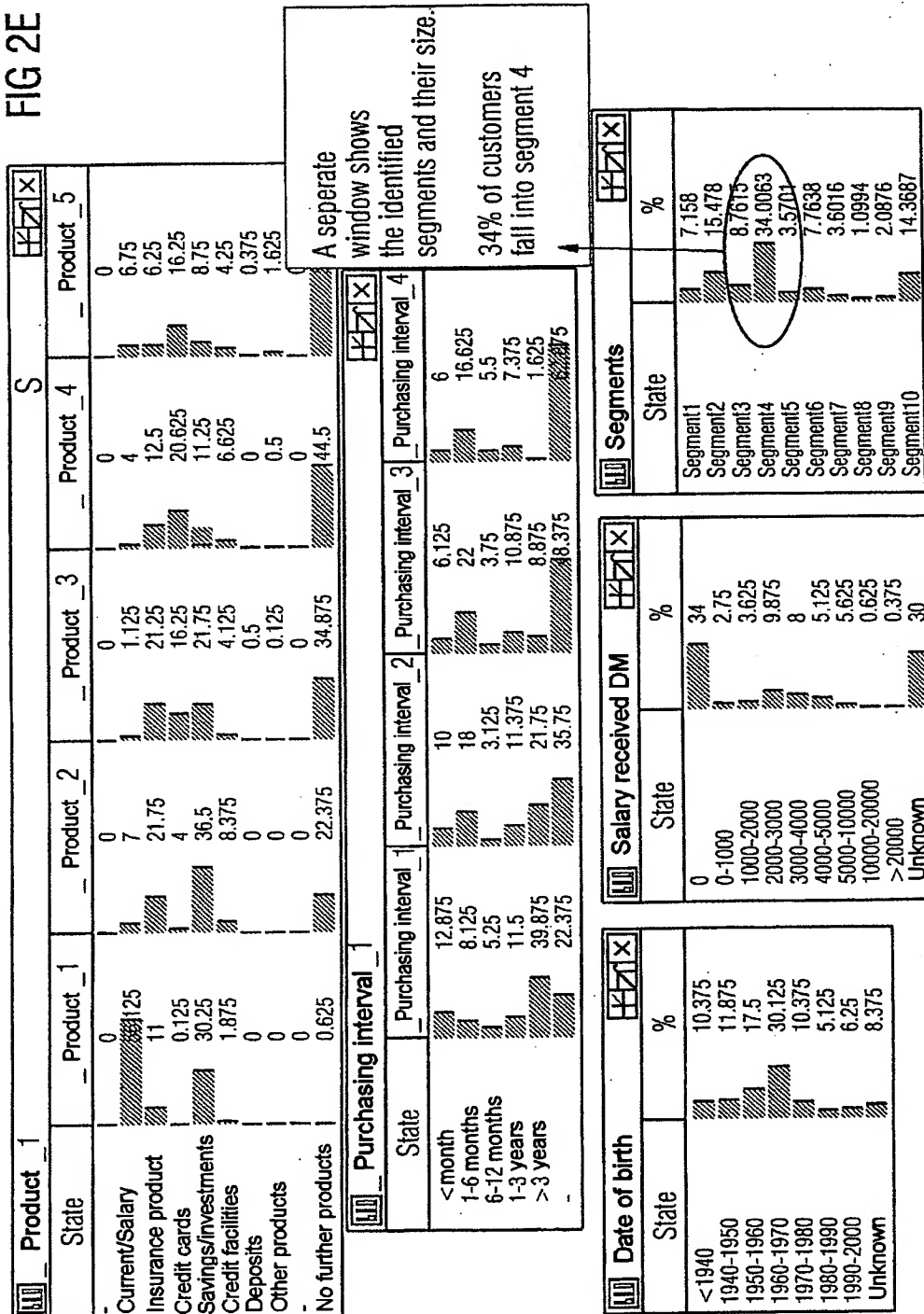
FIG 2D



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FIG 2E



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FIG 2F

Product 1		S				
State	Product 1	Product 2	Product 3	Product 4	Product 5	
Current/Salary	0	0	0	0	0	
Insurance product	0.3679	0	0	0	0	
Credit cards	30.8751	12.1286	1.8598	0	0	
Savings/investments	0	4.4095	0	0	0	
Credit facilities	14.2461	17.6652	4.0434	0	0	
Deposits	2.573	0	0	0	0	
Other products	0	0	1.1025	0	0	
No further products	0	0	0.3676	0	0	
	1.8379	966	3523	143	143	

Purchasing interval 1				
State	Purchasing interval 1	Purchasing interval 2	Purchasing interval 3	Purchasing interval 4
<month	2.2055	0	0	0
1-6 months	5.1451	1.1164	0	0
6-12 months	2.2055	0.3676	0	0
1-3 years	2.9537	3.6758	0	0
>3 years	21.6937	1.1111	0	0
	3523966	3523966	143	143

Date of birth	
State	%
<1940	12.8647
1940-1950	12.4971
1950-1960	15.4377
1960-1970	23.913
1970-1980	4.4108
1980-1990	11.3949
1990-2000	15.0706
Unknown	4.4111

Salary received DM	
State	%
0	25.0156
0-1000	0
1000-2000	0
2000-3000	0
3000-4000	0
4000-5000	0
5000-10000	0
10000-20000	0
>20000	0
Unknown	354

Segments	
State	%
Segment1	0
Segment2	0
Segment3	0
Segment4	100
Segment5	0
Segment6	0
Segment7	0
Segment8	0
Segment9	0
Segment10	0

Customers in segment 4 have no Current account and bought only one or two products so far.

Click

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FIG 2G

Product_1	Product_2	Product_3	Product_4	Product_5
State	State	State	State	State
Current/Salary	141848	72385	0	0
Insurance product	23.5007	13.0306	1.2043	0.262
Credit cards	0	3.4192	10.8682	4.6164
Savings/investments	337839	22.8648	2.7614	9.4669
Credit facilities	2.1409	3.6983	11.2628	7.3937
Deposits	0	0	2.757	2.2614
Other products	0	0	0.8336	0
No further products	1.3896	0	0.2779	0.3898
		19.7486	0	0
		19.7486	0	0

Purchasing interval_1	Purchasing interval_2	Purchasing interval_3	Purchasing interval_4
State	State	State	State
<month	7.1028	3.6861	4.0427
1-6 months	5.7124	6.5966	11.5407
6-12 months	2.6799	2.2375	1.6852
1-3 years	6.4907	7.8524	5.5526
>3 years	128.2655	8.759	1.5691
	19.7486	19.7486	1.5691
		19.7486	0.8055

Date of birth	State	%
<1940		0
1940-1950		0
1950-1960		0
1960-1970		0
1970-1980		0
1980-1990		100
1990-2000		0
Unknown		0

Salary received DM	State	%
0		28.1942
0-1000		1.3968
1000-2000		1.6414
2000-3000		3.0246
3000-4000		3.1955
4000-5000		2.1691
5000-10000		2.1547
10000-20000		0.1572
>20000		0.0852
Unknown		98.12

Segments	State	%
Segment1		2.439
Segment2		4.8713
Segment3		0
Segment4		7.0909
Segment5		2.439
Segment6		7.55
Segment7		0
Segment8		0
Segment9		0
Segment10		0

One can interact with the segments in both ways:

By fixing the "Date of birth" one can see which segments customers of this age group fall into.

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